

## **TGIF JAZZ IN THE PARKS: PERFORMANCE APPLICATION PROCEDURES**

The City of Carlsbad's Cultural Arts Office has been presenting "TGIF Jazz in the Parks" since the summer of 1986. The concerts take place on Friday evenings between 6 and 8 p.m. for nine consecutive weeks; the concert location moves from one area of the city to another, eventually covering three park sites over the course of the summer.

There is no admission charge to the audience. All concerts are free. In recent years, attendance has averaged about 4,000 – 5,000 per concert.

The TGIF series focuses on JAZZ – and related musical forms such as latin salsa, swing, blues, world, New Orleans, rhythm & blues, zydeco... We do NOT present rock, oldies, folk, classical, country & western, or pop music styles. The emphasis is on San Diego County and southern CA groups, but bands from other regions of the country are increasingly included in the summer's line-up. (Much of it depends on availability and of course, budget.) Our audiences also like to dance, so that is an important factor in our choice of groups as well. **POTENTIAL APPLICANTS SHOULD REVIEW THE "TGIF ARTISTIC VISION STATEMENT" ON PAGES 2-5 OF THIS DOCUMENT.**

An independent Producer is contracted to provide all the performers, the sound crew and the sound equipment. The Cultural Arts Office presents the concerts and manages the site. Each year, the Cultural Arts Office staff and the Producer confer concerning audience preferences, the individual needs of each park site, quality, balance, and variety of series content. Assertions of special relationships with the City of Carlsbad are not considered in the selection process. The bands are then selected by the Producer, subject to Cultural Arts Office approval. Performers are contracted and paid by the Producer. Bands are required to conduct performances in accord with City regulations and requirements.

**BANDS INTERESTED IN PERFORMING AT "TGIF JAZZ IN THE PARKS" SHOULD SUBMIT THE FOLLOWING INFORMATION TO BOTH THE PRODUCER AND THE CULTURAL ARTS OFFICE. MATERIALS WILL NOT BE RETURNED.**

- 1) A CD sample of the music your group performs.
- 2) A contact sheet with the name, address, telephone and other contact information of the band leader, fax, email, website.
- 3) An information sheet: current band members' names, group instrumentation, and general sound set-up needs.
- 4) A description of music style and resume of past performances, including locations and presenters with contact information for references.
- 5) A photograph of the band that can be used for publicity purposes.

Send these items via US mail to:

TGIF Jazz in the Parks  
On the Other Side Productions, Inc.  
PO Box 2671  
La Jolla, CA 92038

TGIF Jazz in the Parks  
Cultural Arts Office  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008

Follow-up phone call campaigns will NOT produce better results. Upon review of the music sample and materials by the Producer, bands under consideration for TGIF concerts will be contacted by the Producer's staff.

## **TGIF Jazz in the Parks: Artistic Vision Statement**

### Background

The City of Carlsbad's TGIF Jazz in the Parks is the oldest and largest free community concert series in San Diego County. The summer-long series, held in various city parks across Carlsbad, began in 1986 and has developed a reputation as the county's best attended, highest quality community music series. As the program has grown in attendance size (from 150 per concert in 1986 to more than 4,000 per concert in 2012), the Cultural Arts Office staff has continually worked to meet the needs and expectations of its evolving audience and to maintain TGIF's reputation for excellence.

TGIF Jazz in the Parks concerts are presented each Friday evening, beginning in late June and continuing into late August. The concerts take place in community parks on the ball fields, with the stage, work area and dance area on the infields and the grassy sweep of outfield given over to audience seating and picnicking. The series is currently presented in three different park locations so that residents of all areas of Carlsbad have easy access to some portion of the season.

As a public program, TGIF Jazz in the Parks reflects the standards of a city that maintains a professionally staffed cultural arts office, and the city allocates significant resources to TGIF to assure the same excellence for this signature event that defines Carlsbad in all its services. TGIF concerts provide greater levels of service than any of the area's other free concerts, including free shuttle bus service from off-site parking lots, on-site art-making activities for children, and ground-covered areas specially designed to create a dance space.

A few key activities have become TGIF traditions that help create a strong sense of identification and contribute to the evening's total experience. Opportunity Drawings conducted by the Carlsbad Friends of the Arts let audience members contribute financially to help fund the series and provide excitement through the array of attractive weekly prizes, the presence of enthusiastic and frequently colorful volunteers and the mounting expectation as the summer goes on that a ticket purchased in early July may still win a fabulous trip in late August. The chance to offer a prize, sponsor a concert or advertise in the free souvenir program allows local businesses to support a beloved city program and gain recognition and access to the TGIF audiences who share their community. One food vendor spot is dedicated to a local non-profit program, providing them with visibility, fund raising opportunities and youth training activities.

With this emphasis on neighborhoods, on sociable interaction, on family attendance, and on the enormous participation of residents, businesses and volunteers, TGIF helps to build community in Carlsbad and create a sense of place that sets the city apart and lets people connect with a distinct identity that reflects Carlsbad's values, traditions and pleasures.

### About the Music

As a concert series, TGIF Jazz in the Parks concentrates on the musical genres of American jazz and blues, especially their expanded styles and their influences on world music. TGIF is NOT a general music series, putting forth a mix of golden oldies, tribute, military, country-western and pop bands that many other community concerts in the region present.

Given this context, the Cultural Arts Office staff plans, organizes and presents musical groups that emphasize the following criteria and directions:

#### **Exceptional Quality**

It is an overarching principle that TGIF Jazz in the Parks concerts will feature performers of regional and national significance and quality, setting the standard for free municipal concerts in the region. This is not a guarantee that all audience members will love every concert: the variety of music presented is too broad for such a claim. But TGIF audiences can trust that they will be attending concerts with top quality performers – whether those performers come from San Diego, southern California, or national or international locales. Fortunately, some of the nation’s finest musical artists – recognized and appreciated by recording labels, music producers and audiences across the country – are based in California, so TGIF can present performers from Los Angeles, San Francisco, San Diego and from across the state with no loss of quality. And local groups are held to the same standards as famous and widely touring ensembles. This commitment to quality is clearly demonstrated in TGIF’s track record: over the years, some of the groups presented have included Poncho Sanchez, Maria Muldaur, Fattburger, Coco Montoya, Kermit Ruffins, Canned Heat, Janiva Magness, Rebirth Brass Band, Oliver Mtukudzi & Black Spirit, Plena Libre, Earl Thomas and Sierra Leone’s Refugee All-Stars.

#### **It’s Got a Good Beat: You Can Dance to It**

While most of our current TGIF audiences might not recognize that headline quote, nevertheless, they echo its sentiment. A commitment that has steadily expanded over the years – and is now an integral part of the program’s direction – is that the music presented at TGIF has a danceable beat. That means Chicago blues, swing, latin salsa, zydeco and cajun, soul and funk, world beat, afro-pop, r-&-b, jive, West Coast blues... The commitment to “danceability” is a strong consideration in building each year’s lineup of performers – and conversely means that smooth jazz, bebop, progressive jazz, and soloists or small ensembles with intimate sound styles will probably NOT be found on the TGIF schedule.

#### **Variety and Balance**

TGIF Jazz in the Parks is known for its audience-centered approach to its concert schedule – that is, the series consciously seeks to serve the diverse audiences in Carlsbad and the region through the proactive choice of its performers. To do this effectively, the program strives for variety in its concert schedule. “Variety” in the TGIF concert schedule comes in

the form of a wide range of jazz, blues and world music styles, including but not limited to big band, Delta blues, zydeco, salsa, Chicago blues, afro-cuban, rhythm & blues, jump jive, world beat, swing, rockin' blues, latin jazz, west coast blues and hot jazz.

The current nine-concert season offers staff an exciting opportunity to schedule a wide variety of jazz styles. But the nine concerts are currently presented at three different park sites – three concerts at each park – and thus “balance” in the schedule also becomes an important factor. If there were three blues groups on the season’s schedule, it would not make sense to present them all at the same park. Instead and ideally, one blues group would be presented at each park site.

A third factor in the scheduling matrix is the origin of the groups presented at TGIF Jazz. Whereas all the other free concert series in the region present just local groups, Carlsbad has been able to present not only local groups, but groups from the wider southern CA region and from across the nation as well. This is a significant point that truly separates TGIF Jazz from other concert series presented in San Diego County.

Finally, even more variety and balance are woven into the schedule by presenting a mix of groups: old favorites that are requested frequently by audience members, “sophomores” with highly successful debut appearances from recent past seasons, and newcomers to the TGIF roster.

### **New to TGIF**

Along with its commitment to variety and balance in the schedule, TGIF Jazz is also always looking to bring new groups to the attention of the TGIF audience. This goal is often – and easily – achieved when national or international groups are booked, but the TGIF staff is even more focused, and takes special satisfaction, on finding top quality local groups that have not been presented previously at TGIF Jazz. B-Side Players, Luna Llena, and the Johnny “V” Vernazza Band are just a few recent examples.

## **ADDITIONAL VARIABLES THAT IMPACT THE DEVELOPMENT OF THE TGIF JAZZ SCHEDULE**

In addition to being guided by the Artistic Vision, the selection of a roster of performers in any given season of TGIF is impacted by a number of other variables, including but not limited to:

- budget
- scheduling issues, including availability of performers
- suitability of concert content for families
- awareness of other programs being presented in the region